



Communications Coordinator

TLA Overview

The Texas Library Association (TLA) is the largest state library association in the U.S. with almost 6,000 members representing all library types: academic, public, school, and special and library supporters dedicated to helping libraries better serve their communities. TLA is a non-profit 501(c)(3) organization founded in 1902 to promote libraries and library services in Texas and support the work of libraries, library professionals, and educators throughout the state. TLA is committed to providing and promoting a highly inclusive, welcoming workplace experience for all employees.

Exempt; Directly Supervises: 0

Position Overview: The Communications Coordinator plays a key role in sharing the organization's message with various audiences to drive membership growth and engagement, and participation in TLA's events and programs.

Primary Duties:

- Write timely, creative, and engaging content including press releases, e-newsletters, web content, blogs, and social media posts.
- Create and post content across all TLA social media channels, act as organizational representative in online real-time social media conversations.
- Maintain TLA website; review and update content regularly to ensure that information is current; support volunteer web administrators and staff as needed.
- Assist in developing and editing content for TLA publications including monthly e-newsletter, quarterly digital magazine, and other member communications.
- Create emails utilizing TLA branded templates; distribute communications based on editorial calendar.
- Assist in managing TLA Engage, the association's online members only community; monitor posts to ensure compliance with code of conduct and terms and conditions; answer questions; provide support to members as needed.
- Support TLA reading list announcements by writing news releases, updating webpages, and sharing information on social media.
- Create basic graphics to support digital communications.
- Assist in fulfilling sponsorship and partnership agreements related to TLA's communications channels.
- Provide general administrative support as needed including monitoring communications general email inbox, data entry and reporting in Nimble AMS database and assisting in answering phones.

- Maintain current professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing professional networks both in the library and association communities and participating in professional industry associations.
- Other duties as assigned.

Who You Are:

- Bachelor's degree with communications/writing emphasis.
- 2-4 years professional communications experience across multiple channels with track record of positive results.
- Creative problem solver with the ability to thrive in a collaborative, team environment.
- Excellent verbal and written communication skills.
- Ability to manage multiple projects simultaneously; ability to multi-task and prioritize workflow and meet and manage deadlines.
- Proficient in Microsoft Office, experience with CMS tools (WordPress) email marketing platforms and databases. Basic graphic design experience a plus (Canva).
- Ability to interpret and implement Association policies and procedures.
- Some travel is required – including travel to the annual conference.
- Must be able to lift 20 lbs.
- Experience working with associations or nonprofits preferred.
- Position contingent on passing criminal background check.

Salary Range: \$48,000 to \$55,000 depending upon experience.

Excellent employee benefits provided including:

- Company-paid employee health, vision, dental, and ADD insurance.
- Employer-matching 401(k) retirement fund
- 20 paid holidays each year
- 10 paid vacation days each year
- 12 paid sick/3 personal days each year
- Option for remote work in Texas up to 20%
- Employer paid professional development.
- Onsite fitness facilities
- Centrally located in North Central Austin off Mopac

This job posting in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

TLA is an Equal Opportunity employer. Personnel are chosen based on ability without regard to race, color, religion, sex, national origin, disability, marital status, or sexual orientation, in accordance with federal and state law.

Applications close February 26, 2024 at 5 p.m.

To apply please submit your resume, cover letter, salary requirements and availability to hr@txla.org.